

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

April 9, 2014

Call to Order and Roll Call

The fourteenth meeting of the Education and Outreach Subcommittee was held on Wednesday, April 9, 2014, at 12:30 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Katie Carter, on behalf of Tihisha Rawlins, Chair, called the meeting to order at 12:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood (by phone); Katie Carter; Susan Dunlap; Patty Gregory (by phone); Malea Hoepf Young; Regan Hunt; Tihisha Rawlins (by phone); Rich Seckel; Bill Wagner (by phone); Kathy Wheeler (by phone); and Marcus Woodward. Gabriela Alcalde, Julie Costich, and Tina McCormick were not present at the meeting.

Staff Present: Jean Klinge, Patti George, Kris Hayslett, Carol Turner-Lodmell, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the February 26, 2014, meeting, as amended, seconded, and approved by voice vote.

Update on kynect Enrollment

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that 396,000 people were enrolled in health coverage through kynect. To facilitate continued qualified enrollments during the April 4 through April 11 Special Enrollment Period, a Special Enrollment tab was added to the Self Service Portal (SSP). Clients can click on the tab, or attest to customer service representatives through the call center, that they encountered problems on March 31 while trying to apply with kynect. Applicants then are allowed to continue their applications, with plan selection needing to be completed by April 15.

The numbers of Medicaid enrollments versus those eligible for Qualified Health Plans remain a consistent 80/20 split. kynect continues to do a better job reaching females than it does males, making potential male customers a target group going forward. Another strong demographic was the Young Invincibles. Kentucky was one of the leading states in reaching this 18-34 year old age group.

Update on Education and Outreach Efforts

Ms. Klinge informed the subcommittee members that kynect will be conducting focus groups with Young Invincibles on April 10-11, 2014, in Lexington. Two sessions will be held on Thursday comprised of individuals who enrolled in health insurance through kynect, and two sessions will be held on Friday comprised of citizens that have not signed up for coverage. The

aim of the sessions is to determine why some of the Young Invincibles did respond to kynect and why others did not, and how kynect can improve its messaging to reach this age group better, and assist them in making the decision to get health insurance.

The insurance agent workshops discussed at the last subcommittee meeting proved successful. The agent workshops were a valuable process for gaining feedback and provided a template for offering similar training to kynectors. There also will be upcoming training aimed at participants in the Small Business Health Options Program (SHOP).

Of note, 950,000 information cards in English were disbursed to the public, along with an additional 98,000 of the Spanish version. Between September 2013 and January 31, 2014, kynect television commercials were seen by 30 million viewers, equating to \$1.3 million in advertising value.

The call center continues to be an area needing improvement. In particular, the support professional line experiences long wait times and lacks consistency. New procedures are being introduced, which will take time to get everyone trained. The aim is to establish a one-call resolution where citizens can have their issues handled on the first phone call they make.

Release 4 is coming out at the end of June 2014 for the kynect system. This will include a complaints module and fraud module. Renewals will also be addressed in Release 4. There will be language letting citizens know whether their current plans are still available, or if significant changes were made to a policy.

Rob Jones, Executive Director, Community Action Kentucky (CAK), informed the subcommittee members that all of his agencies in Regions 1, 2, 4, 5, 6, and 7, will be meeting to look at what worked and what hasn't worked, and what changes and improvements need to be made going into next year. Emphasis is being placed on maintaining the web of community partnerships already established. Also, there is concern about what the contract will look like going forward.

Lindsay Nelson, State Coordinator for Outreach and Enrollment, Kentucky Primary Care Association (KYPKA), updated the subcommittee on her organization's efforts in Region 8. KYPKA is working to let people know that they can continue to sign up for Medicaid and to help better explain the health care system, especially to those coming out of prison or substance abuse treatment centers. These individuals will need health care and may potentially be eligible for Medicaid.

Kelli Cauley, kynector IPA Team Leader, Kentuckiana Regional Planning and Development Agency (KIPDA), briefed the subcommittee on the ongoing efforts of KIPDA as the kynector entity for Region 3. KIPDA is planning to approach small businesses in small towns, and large farmers, who employ part-time employees, as enrollment targets. The agency is also targeting counties with low enrollment, focusing in particular on the male population. KIPDA is continuing its standing appointments with the immigrant community and several local health departments and is further expanding relationships with unemployment offices and the corrections system.

New Business

The next meeting of the subcommittee is tentatively scheduled for May 21, 2014, 1:00 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 1:50 p.m.